

Analysing a Trailer

Film trailers are a form of advertising. Trailers are structured to include the best bits of a film to encourage as many people as possible to see the film at the cinema. Complete the following table for one film trailer. Include as much detail as possible.

Write the name of the trailer you are analysing here:

FEATURE	COMMENTS
Genre	
Narrative	
Unique Selling Point	
Target audience	
Music	
Shot types/camera angles	
Pace	
Dialogue	
Voiceover	
Special effects	
Credits and intertitles	

DEFINITIONS

Credits and intertitles: these are words on screen that give information to the audience

Dialogue: any conversations between characters

Genre: a type or category of film, e.g. horror, romantic comedy etc.

Music: the choice of music can have a huge impact on the 'mood' of a film

Narrative: the 'story' or plot structure of a film or trailer

Pace: how quickly or slowly the shots within the trailer play

Shot types/camera angles: for example, close-up, medium shot or long shot

Special effects: includes computer-generated graphics, stunts and explosions

Target audience: the group of people a film or other product is aimed at

Unique Selling Point: what makes a particular film unique and 'sellable'

Voiceover: a voice recorded over the top of the trailer to give information to the audience

GROUP PRESENTATION TASK

Choose two trailers to compare and contrast, highlighting the similarities and differences. Use the points you have noted in the grid to shape your response, and aim for a lively and informative presentation style.